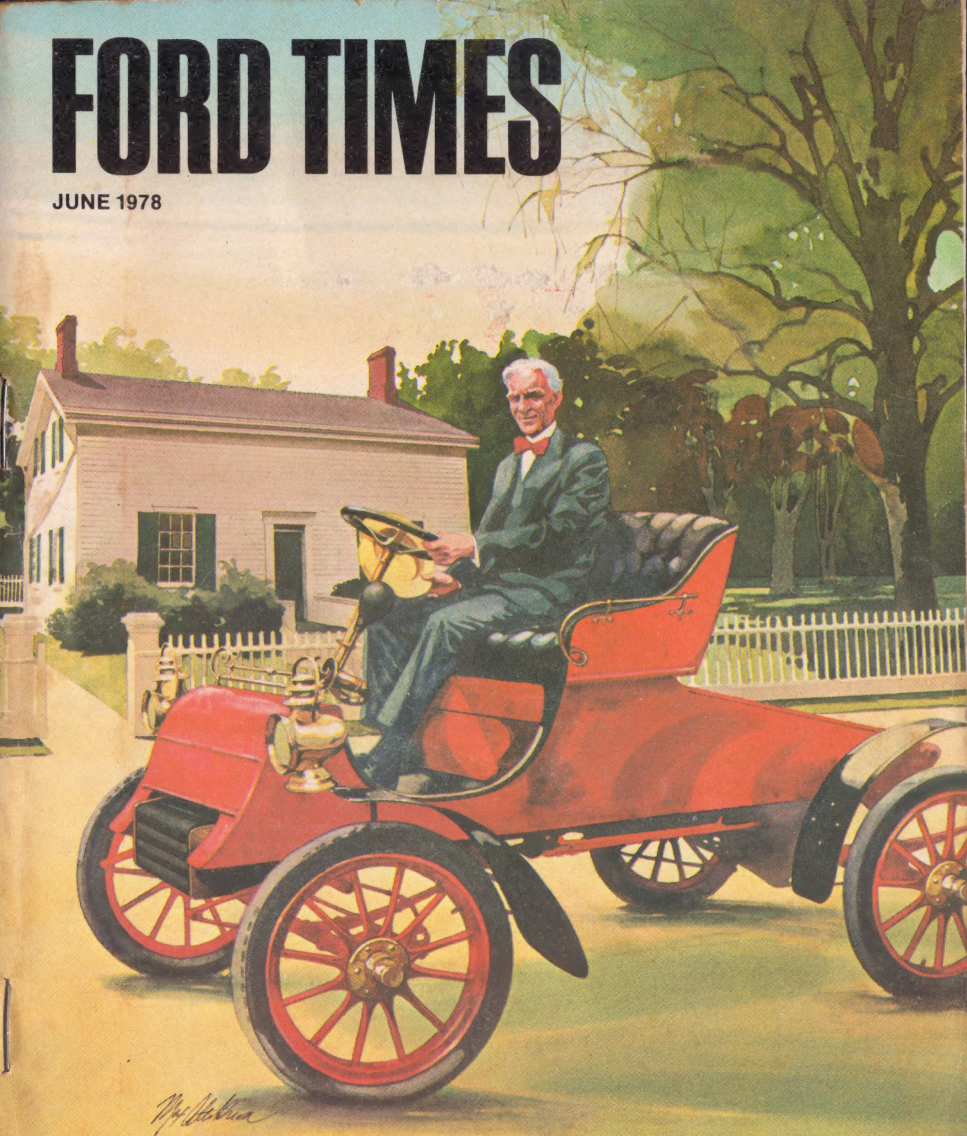


FORD TIMES

JUNE 1978



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of better ideas...**



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The Ford Owner's Magazine

FORD TIMES

June 1978, Vol. 71, No. 6

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Cover: Seventy-five years ago this month, Henry Ford founded Ford Motor Company. This illustration by Max Alterkruse shows Mr. Ford with the company's first production automobile, a 1903 Model A, in front of his birthplace near Dearborn, Michigan.

FORD'S 75TH ANNIVERSARY

THIS ISSUE of FORD TIMES celebrates an important milestone in the history of Ford Motor Company. The anniversary marks three quarters of a century of looking toward the future—literally creating the future—and we think it earns us the right as a magazine to cast a glance backward. Accordingly, this is not a normal issue but a noting in words and pictures of some of our accomplishments, some of the changes we have wrought in American life, and some journeys into history and reminiscence.

In an interview that opens the issue, Henry Ford II looks at the past and speculates about the future. Mary Zimmer, a longtime contributor to FORD TIMES, writes about the Dearborn of 1903, the year Ford Motor Company was founded, and traces some of the changes that have taken place in what was the senior Mr. Ford's favorite town.

Donald Hall, a distinguished American writer, has done two articles for us—one a beautiful evocation of a 75th anniversary party he attended in his youth, the other a merry revelation of the fact that Gertrude Stein, one of the important literary figures early in this century, owned and drove Model Ts.

The middle of the magazine is taken up with a spread of photographs of Ford Motor Company history, and we have also included articles on Ford's importance as an international company and as a major economic force in the world. The late Peter B. Kyne's story, "Highway of Love," is the final entry in our "Best of the Times" series in which during the past year we have reprinted especially pridedeworthy articles from earlier issues of FORD TIMES.

There is an article on some of the popular songs inspired by Ford cars and another on our role in encouraging outdoor equipment that changed the picture of American campgrounds and outdoor living. Finally, no issue of FORD TIMES would be complete without our restaurant section, which has been running continuously for more than 30 years and is the most popular single feature of the magazine.

A diamond jubilee is an occasion well worth celebrating. Fittingly, we think the mood of this issue and the mood of Ford Motor Company is one of optimism and cheer. We intend to maintain the mood as much in the future as we have during our first 75 years.

—The Editors

An Interview with **HENRY FORD II**

Personal Transportation Is Here to Stay



Q. *Everyone celebrates anniversaries. What opportunities do you see for Ford Motor Company in celebrating its 75th?*

A. When people celebrate anniversaries, the uppermost thing in their minds is usually to thank those who have made reaching that milestone possible. I am proud, naturally, that 75 years ago my grandfather founded a company that opened up the horizons, literally and figuratively, of average citizens. I think the mass-produced automobile has made people's lives easier and happier.

But this diamond jubilee also gives us the opportunity to thank our employees, the dealer network that backs them up, our stockholders and our customers. People are our greatest asset, and when you look at most of our anniversary events, you see that they are designed to give recognition to the people behind this company's success.

Q. *When you assumed leadership of Ford Motor Company in 1945, you must have had some long-range visions for the company besides the immediate one of making it solvent. Can you tell us what they were and whether or not they have been realized?*

A. When I took over, a long-range vision was a luxury I couldn't afford. The post-war decline in Ford's strength and efficiency had reached a critical state, and many predicted the company would collapse. My goals then were to hold the company together, to reverse the decline and to re-establish Ford Motor Company as a competitive, innovative and prosperous organization. In practical terms this boiled down to bringing out the 1949 Ford and making it a hit. Believe me, that was a day-to-day struggle, but we accomplished it.



Q. Your grandfather was quoted as saying, "History is bunk," and it is said that you have a much greater interest in the future than in the past. Do you regard history as bunk?

A. It is obvious to me that a man who believed "history is bunk" would not have established Greenfield Village and the Henry Ford Museum. Nor would he have preserved Lincoln's courthouse, Edison's laboratory or McGuffey's schoolhouse. My grandfather knew

history, honored history and made history.

I'm sure that if that quotation is correct, my grandfather made that statement within a larger context. And I would guess he meant that "a lot of what passes for history is bunk." In other words, that some people try to use or distort history in an effort to excuse their failures or to hinder purposeful innovation in the present. Within that context, I'd have to say that I agree with him.

Q. Can you speculate about what products Ford Motor Company will be making in 2003, when it will be 100 years old?

A. Let me temper my speculations by noting, first, that 25 years ago we had no idea of the tremendous impact electronics would have on our industry. So there are likely to be developments in our products that no one realizes today. But from what I know now, I'd say that three types of vehicles will probably dominate the marketplace in 2003: small two- and three-passenger cars of up to 2,000 pounds for urban and neighborhood use; efficient five- and six-passenger freeway cars smaller than comparable U.S. autos of the 1970s, and functional and recreational vehicles that are descendants of today's pickup trucks, vans and minibuses.

We will possibly be producing some small electrically powered urban cars and some limousines, too, but in relatively small numbers.

These cars of the future will be cleaner, safer, quieter, more fuel efficient, harder to damage and easier to maintain than the cars of today. We are just beginning to see what computers and other advanced electronic devices can mean to the automobile. By 2003, many more controls and maintenance functions will be handled by computers in the car, and of course there will be a much greater use of aluminum, plastics and other lightweight nonmetallic and metallic substances.

So far as engines go, I do not think the familiar internal combustion piston engine will have been displaced in 25 years. But the pace of our development of other engines may be necessarily quickened by government mandates.

Q. Speaking of government mandates, did Ford management foresee in the last 25 years the extent to which government would play a role in private business? And do you expect the government role in the economy to increase?

A. Our company's management has been quite aware of the bigger role the government has given itself in our nation's economy over the last 25 years. What I do not want to see is further government encroachment on management's territory, because I believe this will inevitably reduce the efficiency and productivity of American enterprise.

Ideally, the government should represent public opinion, but we find in our business that some government people have been advancing their own opinions in a way that is harmful to the public interest. We are all in favor of sensible safety and quality standards but when governmental mandates force us to rush devices onto a car, or to add unnecessary devices, the customer—as well as the company—is penalized.

We know we can reach any reasonable goals, and we want to build the kinds of vehicles the public wants and to sell them at a fair, affordable price. I am hopeful that our industry will improve communications with the Federal and other governments and with our customers so that government mandates do not inflate prices, cause layoffs or hurt our country's ability to compete in the world market.

Q. As head of Ford Motor Company, what achievement are you proudest of?

A. I think that when we came out with the 1949 Ford—our first new Ford designed from scratch after World War II—it was a milestone not only for our company but for the nation as a whole. The production of that car was the result of a tremendous concentration of energy and talent, and its wide acceptance signified to our country and to the world that the U.S. was back in business. It was a car that said: You can't keep a good people down.

Q. What is the ideal transportation system for the U.S.?

A. The ideal transportation system, in my opinion, is simply a con-





tinuation—a perfection, if you will—of the system we have in this country right now. The ideal is highly efficient, pollution-free, exceedingly safe personal transportation. Whether or not we call the vehicle a car a century from now is not important. It will be a system of *personal* transportation.

There will be, and should be, an improvement of mass transit systems where they are needed—in centers of large cities or in specialized

locations like shopping centers, airports and campuses. But the desire for a car—for the freedom of movement, the pleasure, the privacy that a car gives—is just so basic to human beings that I am sure the future will bring continual improvement of vehicles that provide personal transportation, rather than the replacement or overshadowing of personal transportation by mass transportation. I think that the desire for the kind of freedom a car gives a person is universal, and is not just an American or Western or even capitalist phenomenon.

Q. Do you think there will be in the near future a significant expansion of trade between Ford and other U.S. businesses and the socialist and developing countries?

A. I am all for free trade, full trade and fair trade. I'm pleased with Ford's growth internationally; our plants in 30 foreign countries have helped make us the number one American automobile manufacturer outside the United States.

This company has always had a policy of entering into mutually beneficial trade agreements and into exchanges of technology or engineers that help us become a better and more successful company. Neither Ford Motor Company nor this country is self-sufficient, and trade is an activity that is beyond ideology. So I expect to expand our business in those countries that are behind in industrial development. They are natural markets for us.

We may abhor the political, economic or social system of some trading partners, but we can still deal with them as business people. This open trading is plain common sense: It increases our understanding of other nations and reduces tensions by giving various nations a stake in the survival of others.

A peaceful climate in the world is one of the preconditions for planning and achieving the kind of growth I foresee for Ford Motor Company in the decades ahead. □



DEARBORN

and How It Grew

In this typical American village of 1903 the
Automobile Age was as yet undreamed of

by Mary Zimmer

illustrations by Max Altekruze

IN THE 50 YEARS that Elba Dean Howe of Dearborn, Michigan, kept a diary, chronicling the modest goings-on of his family and his town, hardly a spring passed without an entry like this one of 1903:

“March 11 —Still misty and cloudy and the roads are awful. Horse can hardly get along with an empty buggy.”

Ironically, at that very moment in Detroit, only 10 miles away, Henry Ford and a coterie of devoted mechanics were working desperately to produce a self-propelled vehicle that, only a few years later, would free the Elba Howes of

America from slow transportation by horse and ultimately help to bring about roads of undreamed-of excellence.

Elba was undoubtedly acquainted with Ford. In a village of 850 everybody knows everybody else, and Elba, as a former freight agent who had become an undertaker, was in a special position to know every family for miles around. (By 1903, at age 68, he was semiretired but still an active person.) Besides, Henry Ford's mechanical skill was legendary in his home area.

But Elba may not have known of Ford's years of work on an internal



W. H. H. H.

*Dearborn's Michigan Avenue in 1903:
a dirt road and horse-drawn vehicles*



combustion engine. And considering the competitive state of the infant automobile industry, it's unlikely that he, living in a suburban backwater, would have known of Ford's progress toward manufacturing a salable "machine," as early automobiles were commonly called.

As a matter of fact, in all of 1903 his diary contains no reference to an automobile of any kind, although 32,920 cars were registered in the United States. But most of them were in cities, and especially in Eastern cities. They did not touch the lives of ordinary people living in ordinary towns like Dearborn. A great many Americans, in fact, had never even seen a horseless carriage.

Instead, Elba's diary reflects the slow tempo of a small American town at the beginning of the century. These entries are from early 1903:

"Sleighting not very good. . . Jar of butter came today from Mrs. Spaulding, 17 lb. @ 20¢. . . Emma [his wife], Annie [his daughter], and little girls drove up with Blanche [horse] and cutter to where Louis [his son] was hauling wood out at Sally's this PM. . . Miss Lizzie Haigh called this AM to invite us all to a costume dance Friday evening. . . Emma and Annie to Detroit and attended Lily Langtry matinee."

The year 1903 was one of peace and prosperity, rather like a pastoral stage setting before the play begins—in this case the turbulent drama of the 20th century. The Spanish-American War was over.

On July 4, President Theodore Roosevelt would send the first message to the Philippines over the newly laid Pacific cable. In November a treaty would be signed that would make possible the digging of the Panama Canal. In December, the Wright brothers would get their first airplane off the ground at Kitty Hawk, North Carolina.

These events made little difference to life in Dearborn. Farmers were prosperous, and this was a farmers' town. United States production of manufactured goods was high; wages and prices were low. In August, Elba would buy himself a new suit for \$12.60, a pair of shoes for \$3.50.

With radio, movies and television not yet invented, people made their own amusements. The Masons, the Maccabees and the Ancient Order of Hibernians flourished, and the church congregations were busy. The women's literary club met regularly; Emma and Annie were active members.

Winter was the social season, with dances, parties and neighborly games of euchre. In April, Elba and Louis saw the Detroit baseball team beat Chicago 8 to 1. May was an upsetting time at home: On June 8, Elba noted with implied relief, "We are through housecleaning."

On June 16, Elba recorded thus the events of his day: "I hoed in the garden this AM and planted some corn, beans and cucumbers. Had thunderstorms this evening. Lightning



The Commandant's Quarters now serves as a museum

struck schoolhouse and Magoonagh's barn. I called over to Bischoffs and came home when it commenced raining and Emma out looking for me and she went to Haighs and got wet and frightened."

One event of June 16 that he did not mention was the filing of incorporation papers for Ford Motor Company at the state capital. Had he known about it, and glimpsed its significance for his town, he surely would have given it as much space as he gave Magoonagh's barn.

Then, on July 15, Elba's diary missed another scoop, again with pardonable ignorance: Henry Ford's company sold its first car. Thereafter the company's fortunes improved

steadily. By 1908, there would appear the famous Model T Ford that would change the lives of American farmers and villagers more than any other single force. And in 1908, Henry Ford would begin to buy land in and around Dearborn, setting off the town's second, and lasting, boom.

The first boom had come almost a century earlier. The town had taken root in the late 1820s when thousands of land-hungry settlers, pouring into southern Michigan via the new Erie Canal and Lake Erie, landed at Detroit. A military road westward was begun to connect Detroit with Fort Dearborn in Illinois. It is now Michigan Avenue.

Ten miles west of Detroit on this

road, an enterprising young man named Conrad Ten Eyck built a tavern in 1827 to shelter travelers at the end of their first day's journey inland by horse- or ox-drawn wagon. A trading center grew up around the tavern; today some Dearborn streets commemorate the names of pioneers who settled nearby: Nowlin, Pardee, Snow, Lapham.

In 1833, when United States relations with Canada were tense, construction was begun on a Federal arsenal about a mile west of Ten Eyck's tavern. Bricks and timber were available locally for the 360-foot-square enclosure with walls 12 feet high and 2½ feet thick. Some of the arsenal's buildings were the largest and finest in the state.

The arsenal led many to anticipate the growth of a thriving city, and land speculation was rife. But the bubble burst almost as soon as the arsenal was completed: The village was considered too far from Detroit to bring a profitable return on investments.

No longer needed, the arsenal was closed in 1875. Dearborn settled back and became the country town that Elba Howe, who was born there in 1835, knew for most of his life. (Four of the arsenal's buildings survive. Two are privately owned: Suttler's Shop and the Gun Carriage Shed. The Commandant's Quarters and the Powder Magazine are now operated by the Dearborn Historical Commission and open to the public.)

Henry Ford's land acquisition, foreshadowing the second boom,

began with a wooded tract along the Rouge River. This property later became his 1,346-acre estate, Fair Lane. His \$2 million mansion, comfortable and unostentatious, is now a conference center for a branch of the University of Michigan, and on weekends tourists come to view the house that "Old Henry" built.

By 1915, his company had acquired the 1,200-acre site of the gigantic Rouge manufacturing complex; production of Ford cars began there in 1927. Other Ford land has sprouted engineering and administrative buildings more or less continuously ever since, with a chunk reserved for Greenfield Village and Henry Ford Museum. These twin institutions, an outgrowth of Henry Ford's passion for Americana, became a "theme park" in the best sense long before that term was coined.

But year after year 2,360 acres (1,800 in Dearborn and 560 in adjoining Allen Park) lay untouched—a pleasant anachronism of open space while Dearborn's population climbed to 104,000. Then in 1972 came the Fairlane Development. This is a planned community of apartments, condominiums, office buildings, athletic club and transportation center—and it's still growing. Completion will take another 10 to 15 years.

The heart of it is Fairlane Town Center, a gargantuan shopping mall. Sprawling but planned, it is filled with department and specialty stores, restaurants, theatres, an ice rink and inviting lounges with foun-

tains, plants and comfortable seats where people can rest, meet friends or just while away a rainy afternoon.

Across a vast parking plaza, connected with the mall by an elevated "people mover," towers the shining glass crescent of an 800-room luxury hotel, the Hyatt Regency. It stands very near the spot where Conrad Ten Eyck built his tavern 150 years ago.

But back in 1903, neither Elba Howe nor anyone else could have envisioned such an impressive, steadily emerging skyline for Dearborn. For him, the last months of the year followed their accustomed pattern.

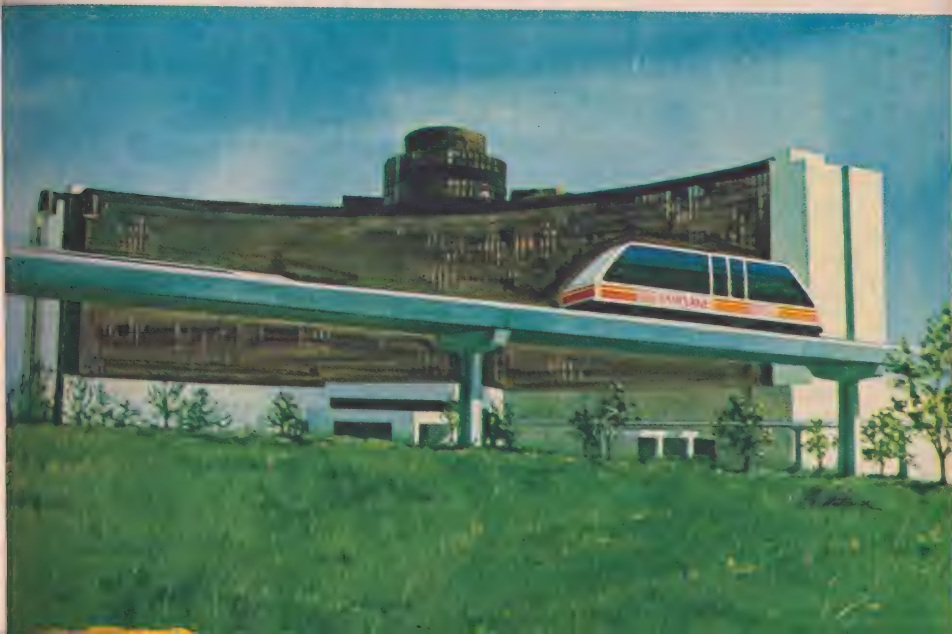
In September, he paid Mrs. C. H. Purdy 70 cents for 700 cucumber pickles and attended a matinee, *The*

Show Girl, at the Lyceum in Detroit. October brought a bountiful harvest from his apple trees and a new hired girl: "Clara Ott came this AM to work for us at \$2.50 a week." Sometimes there were problems with horses: "John bathing Doll's right foreleg with vinegar and wormwood and she is better." At Christmas, he paid 20 cents a pound for turkey, and the year closed quietly.

In contrast, down at the fledgling Ford Motor Company business was booming. By the end of March 1904, the company would have sold 658 automobiles, with a net profit of \$98,851.

Elba and Dearborn might not know it yet, but the start of a new era was just around the corner. □

The Hyatt Regency Dearborn looms behind the people mover





✦

They Sang About Fords

✦

IT'S AS IF song writers were waiting for the automobile to be invented. In the late 19th century, just as cars were beginning to be seen on city streets and in rutted country roads, composers started to turn out songs about them. There are hundreds of songs about cars, and of these more than 60 have Fords as their subject—far more than any other single make.

These songs have various themes, two of the more common being love and triumph. Love is seen in the many songs tying the Ford car to a girl, a kiss, a honeymoon. Triumph casts the car in the role of victor over great odds. The car is usually a Model T which finds itself in a contest with a huge car and somehow

manages to win out. The Model T, in fact, was looked on by several songwriters as a sort of Charlie Chaplin of internal combustion.

Curiously enough, the first music about Ford was not a song at all, but a march written for piano solo; it had no words. The piece came about because Henry Ford, who was brilliantly intuitive about publicity, recognized that music, as much as Ford jokes and early racing, could help him spread the word about his cars. In 1908 he commissioned a Detroit composer named Harry H. Zickel to turn out music with a Ford connection. The result was *The Ford March and Two-Step*, which was published by Ford Motor Company and sold by the company to its dealers, presum-

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RAMBLED RIGHT ALONG**

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Words and Music by
Herman R. Anderson

SHULBORN AND
THURGOOD

ably to be given away. Anyone who discovers a copy of the sheet music in an attic or antique shop will find it a sprightly and pleasing piece that doesn't require much technical skill to perform. It also has some value as a collectors' item.

Zickel's march was the forerunner of a slew of commercial songs about Fords that were sold in music stores not only throughout the U.S. but in many countries around the world. One of the more successful songs of 1914 was called *The Little Ford Rambled Right Along*, which combined the themes of love and triumph in one piece. Its first verse goes:

*Now Henry Jones and a pretty
little queen,
Took a ride one day in his big*

limousine.

*The car kicked up and the engine
wouldn't crank,
There wasn't any gas in the
gasoline tank.*

*About that time along came Nord
And he rambled right along in his
little old Ford;
And he stole that queen as his
engine sang a song,
And his little old Ford just rambled
right along.*

Ford songs were created by some of the most important persons in the field of popular music, among them lyricists Walter O'Keefe and Sammy Cahn. In 1928 O'Keefe celebrated one of the major events of automotive history—the end of the Model T and the arrival of the Model A—with

a song called *Henry's Made a Lady Out of Lizzie*. Here is how it starts:

When she's coming down the street

All the boys say "Ain't she sweet?"

*Henry's made a lady out of Lizzie.
No more bruises, no more aches,
Now she's got those four-wheel brakes,*

*Henry's made a lady out of Lizzie.
There's ev'rything inside her now
Except a kitchen sink,*

*A mirror and a powder puff,
A shower bath, I think...*

Cahn's contribution, *There's Nothing Like a Model T*, appeared in 1947 in a Broadway show called *High Button Shoes*. Although the show came long after the Model T era, it was set early in the century and constituted a rousing advertisement for a car no longer made.

The passing of the Model T and its replacement by the Model A was an event of such epic proportion in American life that it was noted by more than one song writer. In 1928, Abner Silver and Jack Meskill published a likeable ditty called *Poor Lizzie*, in which they lamented the end of the Model T as if an actual person were leaving the scene. Here are two verses of the chorus:

*Poor Lizzie, what'll become of
you, now that your sister is here?
Poor Lizzie, tho' we've made fun
of you, we're mighty sorry, old
dear.*

*Right now your big sister's the talk
of the town.*

*You were a good wagon until you
broke down.*

*Oh, Poor Lizzie, since Henry's
done with you,*

What'll become of you now?

*Poor Lizzie, what'll become of you
Now that you're old and "passé"?
Poor Lizzie, they're making fun of
you,*

Now we can't give you away.

*Now we'll take two flivvers, make
sure that they're mates;*

*Tie one to each shoe and just use
them for skates.*

Oh, Poor Lizzie etc.

One of the most charming of Ford songs was *I'll Be Ready to Marry When You Buy Me a Ford*, written in 1928 by Lawrence Lewis. Its chorus is:

*You may have a ring, it's a
beautiful thing*

And a bankroll very tall.

*You may build a lovely bungalow
If I'll love you best of all.*

*The chocolate candy you bring me
is dandy*

And you may provide my board.

But I'll let you know Harry

I'll be ready to marry

When you buy me a Ford.

The roster of Ford songs continues into modern times with a song about the Thunderbird and two songs about Mustangs. Automobile songs aren't sung very much anymore, but every so often a singer rediscovers them and the listening public has a chance to savor the sentiment and nostalgia that they inevitably arouse. □

HENRY'S MADE A LADY OUT OF LIZZIE

by
Walter O'Keefe



Edh

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Music Publishers

DE SYDA, BROWN AND HENDERSON, INC.

100 N. W. 10th St. Miami, Fla.



Editor's note: The following story, first published in the FORD TIMES issue of July 1958, concludes our "Best of the Times" series, which we initiated in June 1977. Twelve of the stories in the series are included in our book The Best of the Times, a compilation of 44 FORD TIMES stories published as part of Ford Motor Company's 75th anniversary celebration.



Highway of Love

by Peter B. Kyne

In my middle years I contracted gold fever five times, and made five investment losses. Fortunately, since I was a fiction writer, I was enabled to find gold above the ground. I sat by the campfires of old prospectors and desert rats, and their tales inspired short stories.

I quit mining with but one unsatisfied desire. I had always

wanted to visit the site of a hydraulic operation, and when a friend told me I could find one in Red Dog, I had him guide me in.

A mile or two below the town of Auburn, in the foothills of the Sierra, we turned northeast over a narrow, winding road and half an hour later dropped down into the valley of Bear River—and lo! we were in Red Dog, only Red Dog wasn't there any more. Across the canyon and beyond the trickle that is the Bear in midsummer, I saw a row of four or five houses long, long since abandoned.

Below Red Dog the canyon was a wilderness of tailings perhaps a dozen feet deep. We parked the car and proceeded to walk up the hill, passing on the way a tumbledown shack out of which darted a little old gray man. To our greeting he piped a friendly "Howdy, boys," and after we had passed I saw him go down and examine my car.

From the crest of the hill we gazed into a white gravel hole about 200 feet deep and 500 or 600 acres in area. Across this waste a mile of black pipe, perhaps two feet in diameter, stretched on heavy wooden piers. This pipe had carried the gravel in suspension from the "face" where the nozzles of hoses washed the hill away and carried it down to the chute, steel-lined, where the riffles with quicksilver in them caught and held the fine gold.

Well, I had satisfied my curiosity regarding hydraulic mining but that little old man we had flushed in the shack by the side of the road continued to haunt my memory, so a month later I visited Red Dog again. Immediately the little old man came out, stared at me and my car and said: "Oh, so you're back again. I thought, when I heard a strange horn, my sweetheart had come in a new car."

The Last Man in Red Dog hunkered down on his doorsill and I sat on the woodpile beside the door. As is always the case with such men there was a story.

He wasn't sure how old he was, but his father had been killed at Bull Run, so now he was at least 90. He had been employed on the hydraulic job until hydraulic mining had been outlawed. He liked that country so he had returned and worked in the hard-rock mine until the vein pinched out and he found himself the Last Man in Red Dog. Evidently he liked solitude and he had to have independence. He had good

hunting and fishing. There was ample forage for the two burros he maintained. One of these he would ride to Auburn while the other, under pack-saddle, followed with his grub.

One day the realization had come to him that he was far past man's allotted term of three score and 10 and if he sickened nobody would find him across the river, so he had built his hut by the side of the road and added an extra room by excavating a hole into the hillside. From time to time men in automobiles passed, taking the short cut to Nevada City, and when he heard them coming down the hill he'd manage to be outside and wave to them. Thus he had scraped acquaintance with men who, if they failed to see him, might pause and look in on him. His precaution had paid off in a way unexpected.

Some years back while gophering around in the workings of the abandoned hard-rock mine he had uncovered a seam of jewelry rock, which means ore with just enough rock in it to hold the gold together. He worked out the gold, and in time had a few heavy "pokes" cached here and there. He was thinking of journeying to Auburn to express it to the mint in San Francisco, when a panther killed his riding burro. He knew now that the pack burro would soon be sacrificed and he was worried because he couldn't walk in and his grub was low—and then sweetheart appeared, for so the old man, in reverent affection, spoke of the 17-year-old girl who halted her automobile one day beside his shack and smilingly replied to his distress signals. She was the daughter of a well-to-do fruit-grower below Auburn and she had ventured over to see the place where the giant hoses had torn down the hills.

She transported him and his gold "outside," and, because she was a girl of quick and ardent sympathies, she had sort of adopted him on the principle that he required looking after. He had a bank account in Auburn or Rocklin and because he was now too shaky to write and sign checks he gave her his power of attorney and she bought his supplies and better and warmer clothing than he had ever possessed.

Every 10 days she'd pop over to visit him and I imagine she got out of this what is inelegantly referred to as a kick. The blessed child mothered him; she'd bring him a pie or a cake or some homemade pre-

serves and reading matter and once she had motored him down to Sacramento to an optometrist for new spectacles. Even after she grew up and married she found time to dash over and look after him. She had brought her children with her. Well, he could no longer cross the river and poke around in the old mine workings seeking an extension of the seam of jewelry rock, but then he didn't have to. His wants were simple and he had reduced life to its lowest common denominator. No rent, no water, gas or electric bill, cut firewood delivered by truck from Auburn, only kerosene for his lamps.

Then suddenly another story broke, and after my habit, I listened. The man who had owned the hydraulic operation had been a man in his early 30s, a jolly, kindly fellow who liked people. He had built a fine brick mansion on the hill above the valley. Plenty of guest rooms for his friends. He was engaged to a girl in Nevada City. He'd have to drive 30 miles over the existing roads to visit her, so the amazing fellow had cut a highway through the timber along a ridge with very few gradients and shortened the route to 12 miles! Of course the red dust kicked up in summer by his carriage had to be eliminated so he had developed springs along his highway of love and ran a fleet of sprinkler wagons to keep the dust down. He had a carriage and a coachman. I could imagine him riding down through the cool arches of the forest, bringing guests back with him. When his home had been completed the girl had selected the furnishings and they had married. Before the California legislature outlawed hydraulic mining, his wife had died in childbirth; when the final blow fell he had merely turned the lock on his door and departed and had never returned. For the last time he had



driven down his highway of love and through the years the forest had crept back and only a strip of growth lower than the older growth showed where once the road had run.

Well, I walked up the hill and finally caught a glimpse of the mansion roof through the new forest that had enveloped it. All the windows were intact, proof that small boys had never invaded this lonely area. I stood on a wide deep veranda and in the days when the forest out front had been cut away I imagine the Magnificent One sat here with his friends and drank champagne cooled in ice hauled up from Nevada City.

In the carriage house I found a buggy collapsed on one corner, harness that could be broken into bits, two light horse collars on a hook on the wall and hames that once had been silver-plated. The skeletons of several deer scattered over the floor told me that a she-panther had here brought forth a litter and dragged in meat to feed them.

I returned to the veranda and stood there a little while listening to the northwest trade wind that blows in on California during the summer. I felt saddened, for I think nothing can evoke a more poignant sense of sadness than a home built in love, dedicated to happiness and abandoned in sorrow.

I returned to my car and bade the old man goodbye. Of course the day came when the golden-hearted girl who had adopted him looked into his shack and saw that here was a task for the county coroner. Well, he had possessed the old-fashioned virtue of gratitude and the decency to express it. And I am indebted to her and to him and the Magnificent One for having given me a leg up on my own journey to the Sweet Bye and Bye.

I do not know whether I am saddened by modern bad manners or new concepts of old manners, but no matter. It's a phase of life which, like Red Dog, shall pass and those who will lead the return to the old values and alibi the human race will be the women like the old man's volunteer guardian. They will never be plentiful, but when one appears she will tower above a brutal world like a giant redwood tree rising above low-lying fog. □

An Anniversary Album



Henry Ford founded Ford Motor Company in 1903. And then he put the world on wheels. What follows are some scenes from the company's remarkable 75-year history.



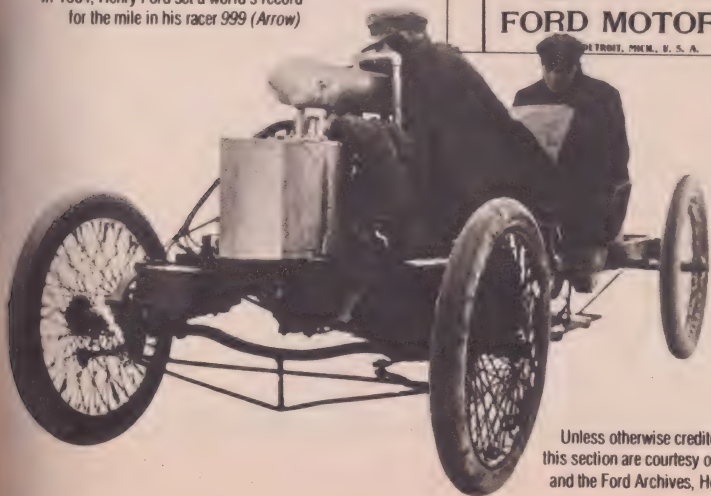
A 1905 Model B

The 1903 Model A
was Ford's first production automobile

A converted wagon factory
on Detroit's Mack Avenue became Ford's
first assembly plant



In 1904, Henry Ford set a world's record
for the mile in his racer 999 (Arrow)



FORD IS KING

WORLD'S MILE STRAIGHTAWAY
RECORD BROKEN BY A
FORD MACHINE.

On January 18, 1904, on a cinder covered ice course
on Lake St. Clair, at New Baltimore, Mich. Henry Ford
drove the famous "999" one mile in the fastest time ever made
with an automobile on any race track in the world, lowering
the world's best record by 6.35 seconds.

Official Time:

1:59.39 = 5 seconds.

Best previous record—46 seconds.

The trial was held under the auspices
of the American Automobile Association,
and the time was taken with three
watches at the start and three at the
finish.

FORD MOTOR CO.

DETROIT, MICH., U. S. A.

Unless otherwise credited, photographs in
this section are courtesy of Ford Photomedia
and the Ford Archives, Henry Ford Museum

HENRY FORD WHO MADE 24,000 EMPLOYEES HAPPY



Henry Ford's announcement of the five-dollar day in 1914 attracted thousands of job applicants

Highland Park Plant in 1913, where Henry Ford adapted the principles of mass production to automotive manufacturing



Highland Park Plant, 1913





Henry Ford's fantastic machine, the Model T, demonstrated its toughness in many ways



This photo of principal Ford stockholders appeared in the June 1911 FORD TIMES



A Model T French taxi, circa 1915

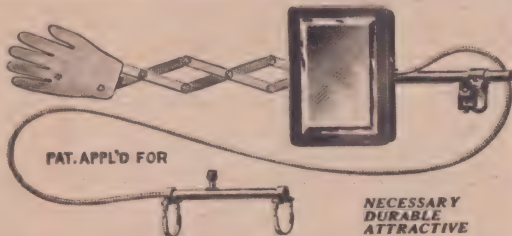
Henry Ford developed an English Language School to help improve the lives of his employees. Circa 1915



AUTO HAND TRAFFIC SIGNAL AND MIRROR

Safety Insurance.
Warns driver following,
traffic officer and car ap-
proaching on left.
Operated by button on steer-
ing column.

Complete, \$7.50



Various companies offered accessories for cars like the Model T

The April 1914
issue of FORD TIMES carried this
photo of a Model T in Egypt





Thomas Edison and 1916 Model T with electric lights

In 1917, Ford introduced
its first one-ton truck chassis



1928 was the year of the
"New Ford"—the fabled Model A, driven here
by Edsel Ford



Highland Park Plant, circa 1920



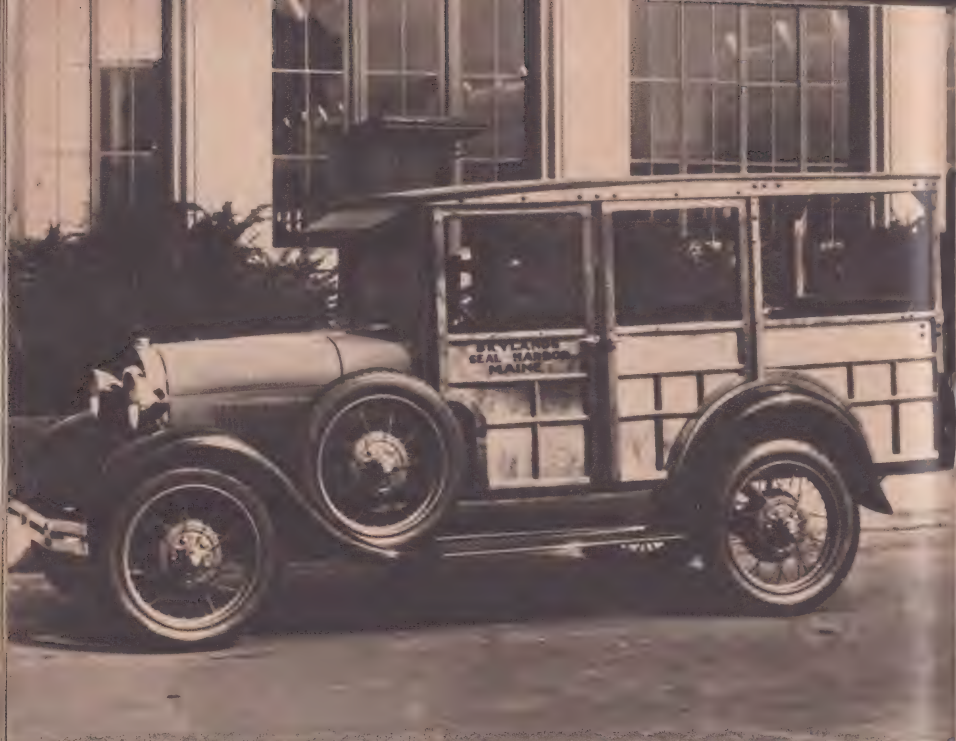


Reprinted courtesy of The Detroit News



As Henry Ford looks on, Charles A. Lindbergh fastens his aviator's helmet for a flight in a small experimental plane known as the *Ford Flivver*

Henry Ford with his company's 10-millionth car — a 1924 Model T—and the car he built several years before Ford Motor Company was founded—the Quadricycle



The 1929 Ford Model A was the industry's first mass-produced station wagon



Ford's famous Tri-Motor helped pioneer commercial aviation



1932 Deluxe Phaeton with Ford's revolutionary V-8



1936 Ford Convertible Sedan



In 1940, Henry Ford demonstrated that a new plastic deck lid made largely from farm products could resist blows from an axe

Introduced in the 1940 model year, the Lincoln Continental became one of the most acclaimed cars of its time



During World War II,
Ford ads told of better things to come

Ford's war-time production
included 8,600 B-24 Liberator bombers



YOU'LL BE
ON THE BEAM...



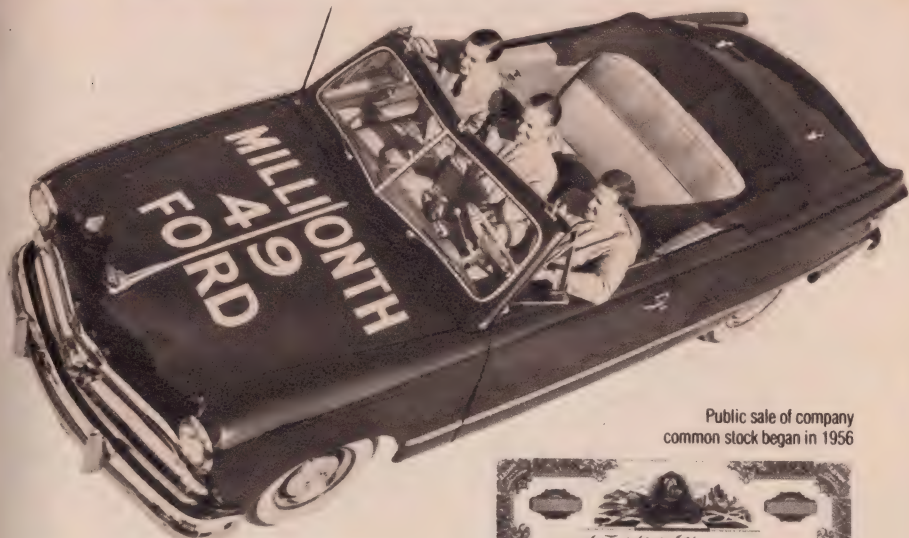
There's a *Ford* in your future!

FORD MOTOR COMPANY





The Ford Rotunda became a giant birthday cake during the company's 50th anniversary celebration

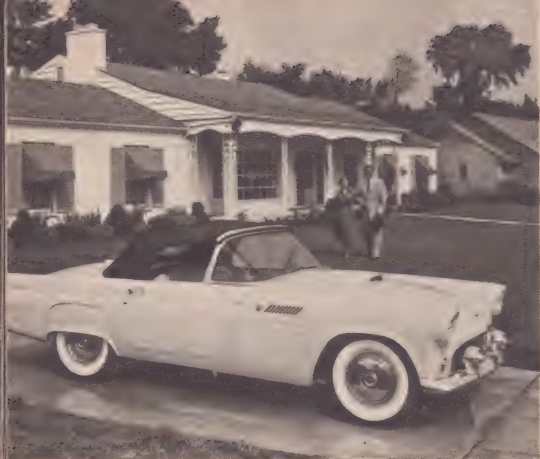


Public sale of company common stock began in 1956

When the millionth 1949 Ford rolled off the assembly line, the three Ford brothers—William Clay Ford, Benson Ford and Henry Ford II (at wheel)—took it on a trial run



The Rouge, Ford's huge manufacturing complex, in 1946



The two-seater Thunderbird, introduced in 1954, has become a modern classic

"Ahead of its time" was a popular tribute to the Edsel



Ford's World Headquarters Building, which was dedicated in 1956



In 1966 a statue of Pope John XXIII
toured Italy with the help of a Ford tractor



New Ford Mustang - \$2368* f.o.b. Detroit

This is the car you never expected from Detroit. Mustang is so distinctively beautiful, it has received the Tiffany Award for Excellence in American Design... the first time an automobile has been honored with the Tiffany & Co. Gold Medal.

*You can own Mustang for a suggested retail price of \$2368 f.o.b. Detroit, not including destination charges from Detroit, options, state and local taxes and fees, if any. Wholesale price is \$1850 ex-factory.

Every Mustang does include these luxury features: two let seats, pocket instrument panel, wall to wall carpeting, alloy wheel

hubs, full wheel covers, floor shift, curved side glass, sports steering wheel, 120 c.u. in. V6, and more. V6 Mustang is designed to be designed for you, with an astonishing range of reasonably priced options like power brakes and steering, vinyl-covered roof, air conditioning, big 200 or 230 c.u. in. V-8 engine.

For an authentic style model of the Ford Mustang, visit a Mustang Dealer, or call 1-800-4-A-FORD, ext. 101, for a Mustang brochure.

THE TOTAL PERFORMANCE
FOR A CHANGE!

FORD
Mustang Ford Dealer Ford Dealership



Introduced in 1964, the Mustang created an immediate
sensation all over the country

In 1966, Ford GT Mark IIs finished 1-2-3 at Le Mans



Ads for the 1978 Fairmont
tell customers that the future is now

In 1977, William O. Bourke, executive vice president, Ford North American Automotive Operations, welcomed the company's 100-millionth U.S.-built vehicle—a 1978 Fairmont Futura—off the assembly line



Ford marked the start of its 75th year June 16, 1977.
Sharing honors at the New York cake-cutting ceremony were Mayor Abraham Beame and Edsel Ford II



GLOVE COMPARTMENT

IN WHICH YOU CAN FIND A LITTLE BIT OF EVERYTHING BUT GLOVES

The Ford Road, by Lorin Sorensen, is a souvenir picture book that traces the roots of today's family of Ford automobiles back to Henry Ford's dream of changing a nation's way of life. Published in tribute to Ford Motor Company's 75th anniversary, this 192-page hardbound book features more than 300 original pictures reflecting the romance of people with machines ranging from early Fords such as the Tin Lizzie to the modern-day Fairmont. Bound in embossed saddle leatherette with gold foil stamp, the book is \$12.95 (California residents add six per cent sales tax). Send check or money order payable to Silverado Publishing Company at P.O. Box 393, Saint Helena, California 94574.

The Cars That Henry Ford Built, by Beverly Rae Kimes, focuses on the cars that Henry Ford was most intimately involved with from 1896 to 1947. Illustrated with more than 100 color photographs of every car Mr. Ford ever built, this 136-page, 60,000-word hardbound book covers Mr. Ford's work from his racing and experimental machines to his last triumph, the famed Ford V-8. This souvenir anniversary book is specially priced for FORD TIMES readers at \$17.95. Send check or money order payable to Automobile Quarterly Publications at Kutztown, Pennsylvania 19530.

Diamond Jubilee Recipe Collection is a 176-page hardcover book researched and edited by Nancy Kennedy, Food and Fashion Editor for FORD TIMES, in commemoration of Ford's 75th anniversary. It contains more than 620 famous restaurant recipes most often requested by FORD TIMES readers over the last 32 years. The recipes not only range in preparation from quick 'n easy to the more complex but also cover the gamut of courses from appetizers to desserts. They are divided into 20 sections such as "Pancakes, Crepes & Fritters," "Pickles, Relishes & Preserves," and "Breads & Muffins." To order a copy, send a \$4.95 check or money order payable to Ford Books at Box 60, Dearborn, Michigan 48121. See pages 56-57 for more details.

Four Norman Rockwell prints are also being offered to FORD TIMES readers in commemoration of Ford's anniversary. The color prints—each 19½ by 19½ inches on high-quality paper—capture in Rockwell's inimitable style the spirit of the pioneering days of automobiles. They are entitled *Henry Ford as a Boy*, *Henry and Clara Ford with Quadricycle*, *Henry Ford in First Model A on Detroit Street* and *Model T on the Farm*. You can order prints individually for \$5.95 each or a set for \$19.95. If ordering individual prints, be sure to specify title. Send check or money order payable to Ford Prints at Box 110, Dearborn, Michigan 48121. □

Who Was John S. Gray?

That's just one of the questions about Ford Motor Company answered on these pages

Q. IN WHAT color paint was the Model T available?

A. When it was introduced in late 1908, the Model T was available in black, red, green, blue and two shades of gray. In 1914, black became the only color and remained so until 1926, when color options were reintroduced.

Q. What financial event occurring January 17, 1956, represented a complete break with company history?

A. Public sale of Ford Motor Company common stock began.

Q. What racing record did Henry Ford set?

A. On January 12, 1904, he drove his racer 999 (Arrow) one mile in 39²/₅ seconds, breaking the world's record of 46 seconds.

Q. When Henry Ford first tested his Quadricycle June 4, 1896, how much coverage did he receive in the local press?

A. There was no mention of his test in Detroit newspapers.

Q. What engine did the company begin building at its Lima (Ohio) En-

gine Plant in 1973 and what was the significance of the event?

A. The 2.3-litre four-cylinder engine was America's first mass-produced metric-system automobile engine. It also was the first four-cylinder passenger car powerplant to be built by Ford Motor Company in the United States since 1934.

Q. What were Ford's World War II production totals?

A. Ford built some 650,000 units of war machinery, including 8,600 B-24 Liberator bombers, 57,000 aircraft engines and 278,000 jeeps.

Q. Who was John S. Gray?

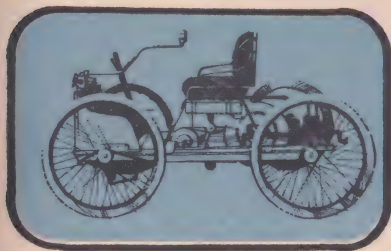
A. Gray was the first president of Ford Motor Company. He held the office from 1903 until his death in 1906. Henry Ford succeeded him as president.

Q. What famous Ford building was first unveiled at the Chicago World's Fair in 1934?

A. The Ford Rotunda. In 1936 it was reassembled in Dearborn, Michigan, where it served as an office building and a world-renowned showcase for Ford products. Fire destroyed it in 1962.

Q. Was Henry Ford's Quadricy-





cle the first horseless carriage in Detroit?

A. No. Charles Brady King's motorized, iron-tired wagon, tested in March 1896, was the first. Henry Ford was a much-interested spectator at the test.

Q. The Model T featured among its mechanical innovations what device that endeared it to the motoring public?

A. Left-side steering, which eventually became standard within the industry.

Q. Why did Henry Ford and his financial backers choose Detroit as a likely motorcar center?

A. The abundance of foundries, machine shops and skilled labor, coupled with excellent railroad and water connections, made the city a natural hub of automotive manufacturing.

Q. How did Henry Ford's Quadricycle produce the first garage door in the United States?

A. To get the car out of his Bagley Avenue shed for its first test, Ford had to knock out a brick wall. Afterwards, the landlord installed swinging doors.

Q. What 1914 event attracted na-

tional attention to Henry Ford?

A. The January 5 announcement that all eligible Ford workers would receive a basic daily wage of \$5 for eight hours' work, replacing the scale of \$2.71 for a nine-hour day.

Q. What was Henry Ford's first automobile company and when was it organized?

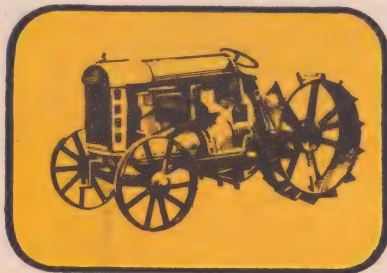
A. The Detroit Automobile Company, in which Ford was both shop superintendent and stockholder, was organized with local backing in August 1899. His second firm, the Henry Ford Company, was founded in November 1901, and Ford Motor Company followed in June 1903.

Q. By the time Ford produced its five millionth Model T engine on May 28, 1921, what share of the automotive market did it hold?

A. In 1921, the Model T accounted for about 56 per cent of all cars sold in the United States.

Q. The world's first mass-produced tractor was introduced in 1917. What was it called and for whom was it named?

A. The Fordson tractor was named after Henry Ford and his son Edsel. □



WHEN I SPENT summers with my grandparents at their New Hampshire farm, they took me everywhere they went. It's true that they didn't go much of anywhere. They had no car, and we didn't as a rule hitch up our horse after supper to go to the bowling alley or the drive-in movie. Haying days were work enough for horses, and for us.

We drove to church on Sunday morning; Sunday night we attended Christian Endeavor; in August there was Old Home Day, which we wouldn't miss, and in July the Church Fair, where we sold fancy work and auctioned off the year's leftovers and ate too much hand-cranked ice cream. Sometimes there were special events—a family reunion, a funeral, a tiny traveling circus, an annual visit to a cousin's. When I was 12 years old we went to the diamond wedding anniversary of Willard and Jessie Perkins.

We prepared for it. My grandmother made three pies—blueberry, blueberry and blueberry—and a hill-ock of gingersnaps. My grandfather dusted the buggy, cleaned harness and curried the horse. Because the iron rims rattled on the wooden wheels—it was a dry August—he and I drove the buggy across the railroad tracks to Eagle Pond and my grandfather urged Riley, against his better judgment, to wade into shallow water with the buggy behind him. We sat there for a few minutes. I delighted in the strangeness of sitting in a bright clean buggy taking a ride

in a pond's shallows. When the wheels' wood had swollen tight inside the rims, we rode back to the farm, to dress up and set out.

Willard and Jessie were older than my grandparents, who were in their 60s. I thought my grandparents would live forever, but I remembered the Perkinses from Old Home Day; they were *old*. Jessie had been married when she was 17, which made her 92 on her 75th wedding anniversary. Willard was 95. Exactly. He was married the day he turned 20.

Horses and buggies were uncommon on the roads then, not unknown. Cars whizzed by us, that summer of 1941. It seemed as if everyone took to the road that summer, knowing that soon enough we would join the war, and put the Studebaker up for the duration.

The Grange Hall in Danbury was decorated red, white and blue. When we alighted, my grandfather spoke in Riley's ear, and tied him loosely to a young maple so that he could bend his neck to eat grass. Inside, my grandmother disposed of her blueberry pies on a long table covered with plates of huge, airy rolls. The Grange walls were covered with old photographs of past presidents. There was an American flag beside the drawn stage curtain which showed a view of Mt. Kearsarge that a local artist had painted in 1906.

Willard and Jessie had not arrived. Their sons Clarence and Frank, men already old who moved with the spritely energy of sons anxious to

THE PERKINSES'

Diamond Wedding Anniversary

BY DONALD HALL



ILLUSTRATIONS

BY ROBERT BOSTON

R. Boston

please their parents on a splendid occasion, scurried about. Then a shout from the door told us that they were here! I looked out the windows at the Grange Hall's front, and saw Willard's Model A pull up to the front door, driven by Jessie's kid brother Walter, a mere 80, who had been the best man at the wedding.

Bride and bridegroom tottered up the steps. I felt frightened for them, they were so frail. Both walked with canes. Willard held his in his right hand, Jessie hers in her left, so that they could clasp inside arms. They held to each other with ferocity and pride, as if each needed to steady the other.

At the opened double doors their sons took charge, grasping each parent, and marched them into the Grange Hall proper, where my grandmother at the organ belted out Mendelssohn's *Wedding March*. The wonderful foursome—ancient, small parents on the arms of ancient, middle-sized sons—walked slowly the length of the hall between the folding chairs set up for the ceremony, waving and acknowledging our waves—for all the world like conquerors returned from a war.

When the couple reached the end of the hall, my grandmother's vigorous fingers switched their tune to Happy Birthday. Everyone sang, while a huge cake—big enough for everyone—came wheeling into the crowd, topped with 96 candles (one extra candle for good luck) and figurines of bride and groom. Willard

and Jessie, Clarence and Frank combined to blow out the fires after a pause for a wish.

And I was thinking: What could Willard wish for? A long life? More likely an easy winter? I stood close to him, and studied his infirmity: the skin of his hands was brown with liver spots; flesh hung like a turkey's wattles from his neck, and everything about him shook—his hands, his head on its frail stem, even his bony knees visible in his trouser legs. I felt something like horror, suddenly, as if it were unnatural to be so old. It seemed indecent to be alive with no future, with only a day to get through at a time, as if each day's journey were a task for accomplishment.

Our minister was host and master of ceremonies for half an hour of talks and applause. Sons spoke, neighbors spoke, and I grew hungry. Finally we broke to eat, and I heaped my paper plate with hermits and brownies and cherry pie. Returning for seconds, I found the last piece of my grandmother's blueberry pie.

Then, I was bored. I loved the old people, but today they paid me no mind, and stood in groups all over the hall recollecting together. My grandparents had finished introducing me, and I had endured all the comments on how tall I was. I prowled around the building, exploring the stage behind the painted curtain, finding a closet full of ancient costumes, trying on a top hat and a derby. I think I enjoyed my boredom



and my sense of separateness. My feelings made me special, uniquely sensitive, alone in this crowd able to see clearly the futility of old age. Arrogance was my comfort.

Then I opened a door I had not entered before—it was a green room to the side of the stage—and walked into the dimness without sensing another presence, until I felt movement and picked out in the low light from a shaded window two bodies embracing as they leaned against a wardrobe. I was embarrassed—notions of embracing were not allowed into my world—and I backed from the room and shut the door. But not before I noticed something that astonished me, and that has remained with me forever, a green flag flying over the desert of age.

For it was Willard and Jessie who

clung to each other, having crept from their thronged relatives and neighbors to this privacy I violated. They clung to each other, with passion not with frailty, their twin canes leaning on a box beside them while their arms engaged each other. As they swung apart, I saw surprise, and even small traces of shame, on their faces, and I saw as well passion that endured 75 years of farms and children, seasons and crops of success and failure.

Later, remembering my vision, I saw beyond the ancient couple in the green room: I saw a much younger couple—the Civil War just ended, the countryside of New Hampshire flourishing with new dairy farms—who found a secret place where they could kiss and hug and look forward to their coming marriage. □



Donald E. Petersen (kneeling in foreground), executive vice president—Ford International Automotive Operations, and friends at flag-raising ceremony

WHEN Henry Ford said, "I will build a car for the great multitude," he wasn't limiting his thinking to just the United States. He had worldwide visions.

The sixth car he built in Ford Motor Company's first year was exported to Canada. By 1905, he was producing Ford cars in Canada and, by 1911, in Britain.

From this beginning, the Ford

name has become universally recognized. For example, a survey has shown the Ford corporate oval and Coca-Cola's famous script to be the two most recognized trademarks in the world.

Today, Ford has company-owned manufacturing, assembly or sales facilities in 30 countries of the world. The company employs an average of 480,000 men and women worldwide.

THE FORD CORPORATE OVAL WORLDWIDE

Its products are marketed in more than 185 countries and territories by approximately 14,000 dealers who serve 60 per cent of the world's population—from Austria to Zambia and from Australia to Zaire.

In retail car and truck sales outside the United States, Ford has led all American manufacturers for 13 consecutive years.

At a recent ceremony inaugurating the "Flags of the World of Ford" display at the company's World Headquarters in Dearborn, Michigan, Henry Ford II said:

"We at Ford Motor Company are now well into our 75th year in business. That's not a long time by some measures, but it does cover almost the entire span of automotive transportation.

"Over the past three-quarters of a century, the automobile, the truck and the tractor have brought about tremendous social, economic and technological advances wherever they have been introduced. And Ford has been in the vanguard of that peaceful revolution.

"No other product has so greatly affected the ways in which people live and work. First in our own country and then in country after country abroad, the Ford Model T and all its successors have helped create new jobs, develop supplier industries, stimulate local economies, bring more land into residential and commercial use, expand the good use of leisure time, lift ancient burdens from the backs of men and animals

and bring the people of each nation closer together.

"Our company's global reputation and competitive position are the result of sound international investments that are almost as old as the company itself. Six Ford companies worldwide are more than 60 years old; 15 others are more than 50 years old. We are proud to be an American company, but we are equally proud to be a long-time industrial citizen of many other countries in which we do business.

"Each of our national companies maintains its own separate national identity, tradition, objectives and loyalties, thus adding its own character and quality to our total effort."

With that comment, flags representing the 30 countries in which Ford operates company-owned facilities were raised. They now fly day and night in front of the headquarters building. Employees and their families who participated in the ceremony wore clothing appropriate to the countries they represented.

The countries, in alphabetical order after the United States, are: Argentina, Australia, Austria, Belgium, Brazil, Canada, the Republic of China, Denmark, Finland, France, the Federal Republic of Germany, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, New Zealand, Norway, the Philippines, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, the United Kingdom, Uruguay and Venezuela. □



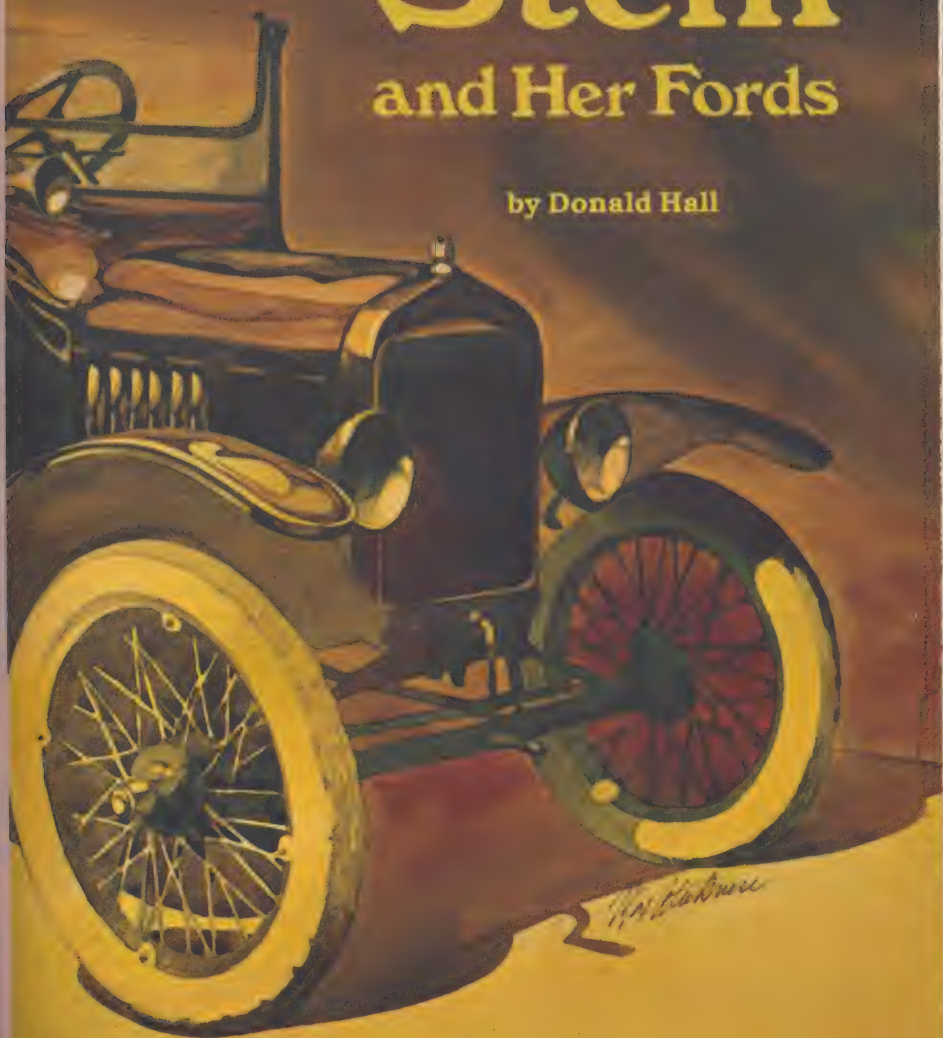
illustrations by Max Altekruze

MAISON

Gertrude Stein

and Her Fords

by Donald Hall



In her Model Ts, the famous literary personage was a well-known sight on the streets of Paris

SHE LOOKED like an old car herself. Not the kind parked with other, rusted junk at the side of a barn, windows smashed and wheels gone. Gertrude Stein was a vintage hulk, blocky and durable, possibly slow to start but capable of long journeys at low mileage. She and her constant companion Alice B. Toklas were a spectacular motorcade, a two-limousine fleet that dazzled the avenues of Paris.

Gertrude Stein, who died in 1946, is known today as a writer of eccentric genius, whose discoveries helped Sherwood Anderson and Ernest Hemingway develop their particular styles. She is popularly remembered for two of her lesser lines—"Pigeons on the grass alas" and "Rose is a rose is a rose is a rose." She is less recognized for her grandest passion outside literature and art: Gertrude Stein was in love with the automobile.

She learned to drive during the Great War, in order to work for the American Fund for French Wounded. She wrote her American

family for help, and in 1917 her first Ford arrived at the wartime docks. She named it "Auntie," after a relative who was known to remain calm in times of crisis. Good thing. Driving home with her new acquisition, she stalled it between two trolleys.

Her second excursion, the next day, proceeded without incident as far as the Champs Elysées. Again, the new car stopped dead. A crowd gathered around the strange machine, and lent Gertrude and Alice assistance by pushing the car off the avenue and onto the sidewalk. Miss Stein alighted and cranked. No response. Volunteers from the crowd continued the cranking. No response. An old man on the sidewalk offered the suggestion that they had run out of gas. The two American ladies assured him that such a contingency was not possible: They had "at least a gallon." He investigated. They were out of gas.

Only first of her cars

Auntie was only the first of Gertrude's cars—all Fords. She had a partiality for Henry Ford, for the assembly line and for the 20th century. Although she chose to live in France, she was proud of the United States, and fascinated by mass production and the ingenuity of industry. Ford cars were all different—and they were all exactly the same! Ford is a Ford is a Ford is a Ford.

Auntie saw fervent use. Once Gertrude Stein attempted without success to repair a fan belt with a hair-

pin. A young gentleman who feared for the ladies' safety accompanied them on their journeys whenever he could; because he might be in the way if he sat in the front seat, Miss Stein permitted him to ride sitting on the running board. By 1920, Auntie was exhausted; a new Ford arrived from the United States. It lacked the amenities which the ladies had desired. "There was nothing on the dashboard," Miss Toklas complained, "neither clock nor ashbox nor cigarette lighter." Otherwise satisfied, Miss Stein promptly christened the splendid nude "Godiva."

Godiva was Gertrude Stein's most famous car, and she kept it for many years. As novelists, poets and painters streamed into the Paris of the 1920s, they became used to the sight of the great lady perched high in the driver's seat. It was an arresting vision, described in a dozen memoirs.

Not only in Paris did Miss Stein enjoy the delights of driving. She drove Miss Toklas and friends through the countryside of France, especially along the Rhone, which was her favorite river. A friend described the scene: "She shifted briskly in her seat. Both hands clamped down hard on the wheel, her whole magnificent torso stiffened, she leaned forward excitedly and her head dropped farther between her shoulders as a wrestler's might to guard against a stranglehold."

She delighted in discovering a forbidden road, *Défense de Circuler* (no

vehicles allowed). The experimental artist, accustomed to violating all rules of literary decorum, plunged ahead as if on the road to Paradise, while the law-abiding Miss Toklas protested in vain. Sometimes—lost, alien to the concept of road signs—she drove late into the night at breakneck speeds of 35 to 40 miles an hour, past rows of dark poplars in rural France while her passengers huddled cold and miserable beside her.

Miss Stein loved not only to drive Godiva in the countryside, or in the *arrondissements* of Paris, squawking her horn and scattering pedestrians. She loved to park Godiva near intersections, sit on her high stool—and write.

A cacophonous symphony

In those days it was French law that all motorists blow their horns approaching all intersections. The resultant din made Paris a cacophonous symphony of automobile horns. When Miss Stein attempted automatic writing in peaceful surroundings—a literary technique by which the hand writes words without the intellect's control—she found that her intelligence interfered with her spontaneity. Writing while parked at an intersection, amid the fierce din of obedient French motorists, she discovered that the top layer of her mind no longer functioned—and automatic writing thrived. Perhaps we owe "Pigeons on the grass alas" to the sound of a thousand horns. □

TO COMMEMORATE Ford Motor Company's 75th anniversary, the American Silversmiths Guild has created a scale model of the 1903 Model A in sterling silver and gold.

The model is more than 13 inches long and weighs approximately eight pounds. Inside each headlamp is a full-cut diamond, handset by the world-famous jewelers Cartier, to signify Ford's diamond jubilee. The rear lantern contains a ruby, also handset by Cartier.

The guild is offering the handcrafted model in a limited edition of 1,708 units, which is the number of

original Model A cars built by Ford. The models have a suggested retail price of \$5,000 each.

The one-eighth-scale reproduction captures the most minute details of the original car and contains many movable parts. The steering and braking systems actually work, as do the model's chain drive and suspension. The tonneau can be detached to transform the four-seater into a runabout, and the glove compartments and rear door open and close. The front seat can be removed to expose the battery, spark plugs and other engine parts. □

PRECIOUS MODEL A





FORD TIMES AND THE OUTDOORS

FOR THREE DECADES, FORD TIMES has been, among other things, an outdoors magazine. The subject is natural for a publication sponsored by an automobile company whose vehicles have played a big role in getting people to mountains, seashores, streams and forests. Not only have we reported on all conceivable products for living outdoors but we have told our readers how and where to use them and we have participated in creating new ones.

An example of the latter appeared in our 50th anniversary issue, in 1953, with an article on new approaches to tents which we worked out in cooperation with R. Buckminster Fuller, one of the eminent designers of modern times, who brought his MIT students into the project. Fuller's basic idea was to use the weight of a parked car as a tent anchor rather than stakes and

poles. Since then many tents and outdoor shelters have used the same principle.

Two of our projects attracted nationwide attention. One was the "pushbutton camper," which we designed in the 1950s. It was a station wagon that carried a cartop tent, a boat, an outboard motor, a tailgate canopy, and a kitchen equipped with a two-burner stove, a sink, hot and cold running water and a refrigerator. Almost all the equipment became operative by pushing buttons on the dashboard. An experiment in the station wagon's camping possibilities, it was shown on national television in 1958.

Our other major design experiment appeared in a special FORD TIMES outdoors issue in 1970. It was a concept for a recreation village, the purpose of which was to indicate how a recreation area could be



planned so as to take into account the needs of car campers, recreational vehicle users, backpackers, children, teen-agers and adults and at the same time hold disturbance of the environment to a minimum. The story was reprinted in a number of other publications.

The greatest continuing service to its outdoors-minded readers was FORD TIMES' alertness to new products. Keeping in touch with manufacturers throughout the country, we learned of cartop tents, trailer tents, new cooking equipment for the outdoors, ingenious ways to carry what a car-camping family needs. The result of this constant research led to a new FORD TIMES department called Recreation Unlimited. It ran for some 25 years until it was preempted by the rise of special outdoors magazines.

One of our big accomplishments was to start the career of Bill Moss, probably the most imaginative tent designer in the country. Moss was a member of the FORD TIMES art department when he began to think about tents. In the early 1950s he created the famous Pop Tent with our encouragement. It first got national attention in our pages. Moss went on to design many other original fabric structures, all of which changed the look of American

campgrounds, which until then had been about the same since the Civil War. He has designed fabric greenhouses, pool covers, airplane hangars and special tents for weddings.

Moss now has a tent factory in Camden, Maine, where he makes everything from a tent for bicyclists that weighs less than four pounds to a huge canvas structure called the Optimum 200 which is almost a fabric house for the outdoors. What distinguishes Moss tents is their style. He thinks of tents as sculpture, with the result that they not only protect people from the elements, including high wind, but are beautiful to look at.

On the Moss drawing board now is an outdoor fabric structure in the form of a cube. Three sides open out to reveal a fully equipped kitchen, a utility area with a washer and dryer, and a living room. Designed to be erected by two people in a short time, it is a house that can be set up wherever a slab has been prepared in advance. An Arab country is considering using it as a means of quick housing. If used as an American vacation home, it has a feature of particular importance: It can be closed up into its cube shape and locked, making it virtually safe from vandals.

Moss has been asked by interests in Saudi Arabia to suggest a tent to be used for pilgrims going to Mecca. It is to be 100 feet high, 300 feet wide and three miles long. If erected, it would be the biggest tent in the world. □

The Moss Solus tent (page 53) weighs less than four pounds. Left: The Optimum 200—Bill Moss's largest tent

Here's the Book
You've Been Requesting

THE DIAMOND JUBILEE RECIPE COLLECTION

Dear FORD TIMES Readers:

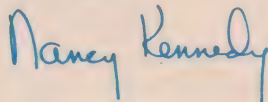
The *Diamond Jubilee Recipe Collection* contains the favorite recipes of FORD TIMES readers through the years. I picked the recipes you asked for most often, plus my own favorites, to compile this book of more than 620 recipes—the best of FORD TIMES from the six previous volumes of FORD TIMES cookbooks, now out of print and collectors' items. The only way to get all of your favorites in one volume was for us to publish just recipes. The *Diamond Jubilee Recipe Collection* contains no paintings or information about hotels and inns. It is a once-in-a-lifetime collection of our best and most popular recipes since 1946 and our way of celebrating the 75th anniversary of Ford Motor Company.

The 176-page book is divided into 20 convenient categories, including breads, muffins, fish, desserts, crêpes and cakes. In addition, it contains an appetizing sampling of

FORD TIMES food stories about outdoor cooking and the rich variety of America's regional cuisine.

The *Diamond Jubilee Recipe Collection* will make an appreciated gift for birthdays, hostess remembrances, showers and special occasions. It is a collectors' item of the future. Order several today. I know you will enjoy having 32 years of favorite FORD TIMES recipes conveniently bound within one cover.

Bon appetit!



Nancy Kennedy
Food and Fashion Editor
FORD TIMES

Right: Ms. Kennedy holds the new Diamond Jubilee Recipe Collection, and each of the chefs one of the six previous volumes of FORD TIMES cookbooks



FORD BOOKS, Box 60, Dearborn, Michigan 48121

Please send me _____ copies of *Diamond Jubilee Recipe Collection* at \$4.95 per copy, postpaid. Enclosed is my check payable to Ford Books for \$_____.

Name _____

Street and No. _____

City _____ State _____ Zip _____

FORD ECONOMIC HIGHLIGHTS:

NOW CELEBRATING its diamond Anniversary, Ford Motor Company has grown from one man and his dreams to one of the largest industrial corporations in the world.

The company began with just 10 employees working in a small, converted wagon factory in Detroit on June 16, 1903. Its assets consisted of some machinery; patterns and blueprints of component parts; a couple of patents, including Henry Ford's patents on a carburetor and motor carriage, and \$28,000 in hard cash scraped together by a dozen

daring investors.

During its first 30 days, the new company flirted with insolvency. Finally, on July 15, a Chicago dentist became the first person to buy a car from the company.

In this era when new car companies were known for fast starts and even faster fades, Ford survived and prospered for a number of reasons—historical events, geography, competition, economic factors, the genius of its founder, the dedication and skill of its managers and workers, and, of course, luck.

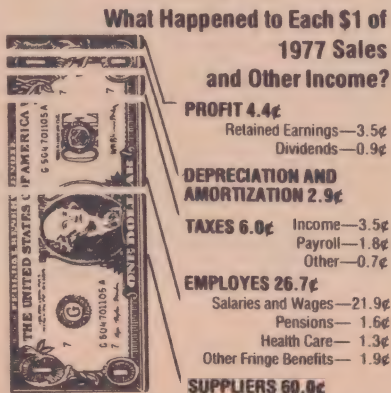
Here are some facts and figures that show Ford's current worldwide economic impact more clearly.

- Ford Motor Company's stockholders reside in all 50 states and the District of Columbia and in 80 foreign countries and territories.

- Ford's worldwide payroll and benefits in 1977 totalled \$10.8 billion, split between 239,000 employees in the United States and 240,000 throughout the rest of the world.

- Ford also is a major consumer, annually purchasing billions of dollars' worth of materials for vehicle production from 35,000 independent suppliers around the world.

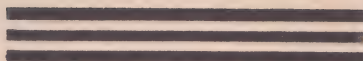
- Between the 1966 and 1977 model years, Ford spent about \$1.7 billion



to meet government standards for U.S. vehicles.

- For the 1978 through 1985 model years, the company faces total

DID YOU KNOW...?



Mr. Ford's most important decision was to build a simple, rugged car at a price low enough for virtually any working man. In order to make a low-cost car, Mr. Ford initiated mass production methods on the final assembly line at the Highland Park Plant in 1913. In another monumental decision, Mr. Ford startled the world on January 5, 1914, by establishing the eight-hour day and by raising the company's minimum wage to \$5 a day—more than double the existing minimum rate.

Through the following decades,

Ford Motor Company's decisions have continued to have a major impact on the international economic scene. Today, in addition to automobiles, trucks and tractors, the company produces steel, glass, vinyl, paint and radios, plus sophisticated electronic componentry for use in worldwide communications, space exploration and national defense systems.

The company has also established itself in financing, insurance, automotive replacement parts and land development.

spending requirements of about \$15-20 billion to develop new North American vehicles which need to meet increasingly stringent government standards. *These planned expenditures will exceed all the company's earnings since its founding in 1903.*

- Nearing the end of its 61st year of tractor production, Ford Motor Company is the free world's third largest tractor producer.

- Ford's Steel Division, which supplies about half the company's requirements, is ninth in the U.S. steel industry.

- Ford is the second largest flat glass manufacturer in the United States.

- Plastics, Paint and Vinyl Division ranks second in plastic components, third in vinyl output and ninth in paint production in the United States.

- Detroit Downtown Development Corporation, a subsidiary of Ford Motor Company Land Development Corporation, is a general partner in Renaissance Center. This project, one of the largest private real estate developments in the country, is helping to revitalize the city of Detroit.

- Ford's diversification extends literally into space. Ford Aerospace and Communications Corporation has built and orbited 40 satellites and installed more than 100 satellite terminals worldwide. □

Favorite Recipes ***from Famous Restaurants***

BY NANCY KENNEDY



BIG BAY HOTEL BIG BAY, MICHIGAN

Formerly a small general store, this building was purchased by Henry Ford in 1944 and transformed into a hotel complete with a colonial entrance. Mr. Ford visited here many times on business trips to the Upper Peninsula. Later, the hotel was sold to the present owners, Mr. and Mrs. C. B. Stortz. In 1959, Otto Preminger decided to film some of the scenes for the film *Anatomy of a Murder* at the hotel and he added another wing and even changed the name for a short time. Today it is a favorite rustic dining spot and hotel in the north woods village of Big Bay, 28 miles northwest of Marquette. Open for breakfast, lunch and dinner. Reservations advisable for meals and 17 guest rooms.

BROILED WHITEFISH WITH CUCUMBER SAUCE

2 pounds whitefish or lake trout
1 fresh lemon
Paprika
3 bay leaves

Broil fish in $\frac{1}{4}$ inch of water. Lightly sprinkle paprika on fish and squeeze lemon juice over it. Add bay leaves to water. Serve with cucumber sauce, below. Makes 6 portions.

Cucumber Sauce: Bring 2 tablespoons butter to a bubbly boil, quickly stir in 2 tablespoons sifted flour with whip, then set aside. Bring 1 cup milk to a boil, stirring constantly on low heat. When just at a boil, stir in butter mixture and season

with salt and pepper. Cut cucumber into quarters, the long way; remove seeds. Puree sauce and cucumber together in a blender. Cut 3 small tomatoes in half and scoop out pulp and fill with sauce. Sprinkle with paprika and garnish with parsley. Serve with fish.

LEMON CHIFFON PIE WITH BUTTERCRUNCH CRUST

Crust: Mix together $\frac{1}{2}$ cup chopped pecans, 1 cup flour, $\frac{1}{4}$ cup brown sugar and $\frac{1}{2}$ cup soft butter. Place in a 9x12-inch pan and bake at 400° for 15 minutes. Remove from oven and stir mixture. Reserve $\frac{1}{2}$ cup for topping, press remainder firmly in a 9-inch pie pan. Refrigerate until filling is ready.

Filling: To prepare filling combine contents of 3-ounce package of Jello lemon chiffon pie mix, $\frac{1}{2}$ cup sugar, and $\frac{1}{4}$ cup water in saucepan. Stir in 2 egg yolks, then stir in $1\frac{1}{2}$ cups water. Cook and stir over medium heat to full boil, about 5 minutes, remove from heat and stir in $\frac{1}{4}$ cup lemon juice and grated rind of one lemon. Beat 2 egg whites until foamy and gradually add $\frac{1}{4}$ cup sugar, beating until stiff. Slowly fold hot pudding into egg whites and pour into chilled crust. Refrigerate about 4-6 hours. Before serving, pour 1 cup whipping cream in a bowl and whip until it thickens. Continue beating, slowly adding 2 teaspoons sugar and $\frac{1}{2}$ teaspoon vanilla. Spread on pie.

illustration by Dennis Bellile



GRISWOLD INN ESSEX, CONNECTICUT

For over 200 years, this historic inn has been welcoming guests, and in all of those years there have been only five owners. There are 20 guest rooms plus the finest privately owned marine art collection in New England. Lunch and dinner served daily, reservations necessary. Take Exit 69 from the Connecticut Turnpike onto State Highway 9 north to Exit 3, then follow the signs to Essex where the inn is on Main Street.

MRS. GRISWOLD'S BREAST OF CHICKEN

Bone the meat from 4 plump chicken breasts, being careful not to remove the skin. After the breasts have been boned, cut them into small bite-size pieces. Sauté these pieces in clarified

butter, skin side down, turning carefully until they are brown on all sides. Place them on a heated platter to one side. In the same pan, sauté 16 small, canned artichoke hearts until they are brown, remove them to the same heated platter. Then in the same pan add 2 cups sliced mushrooms and sauté until tender, while at the same time adding ½ cup chopped shallots with a few slivers of fresh garlic. When the mushrooms are tender and the shallots transparent, transfer chicken and artichoke hearts to pan. Add 1 cup dry white wine; simmer until the chicken is tender. Remove everything from the juices and thicken with 1 tablespoon of arrowroot or flour and pour over chicken mixture. It is served here with brown rice or bulgar white pilaf. Serves 4.

HORSELESS CARRIAGE SEPULVEDA, CALIFORNIA

Celebrating its 12th anniversary, this unique restaurant caters to the entire range of tastes—whether it be for a simple breakfast or a complete lobster dinner. The restaurant is owned by and is part of a Ford dealership, Galpin Ford. Breakfast, lunch and dinner served every day. Take the Roscoe Boulevard exit ramp from the San Diego Freeway to 15505 Roscoe Boulevard, a block east.

BAKED COD BELLA VISTA

3½ pounds fresh cod
2 chopped shallots

4 tablespoons butter
¼ cup white wine
1 green pepper
1 medium onion
8 slices tomato
Salt to taste

Cut cod in 7-ounce portions. Sauté chopped shallots in butter, add wine and cod. Cut green pepper and onion into 8 slices and place a slice of each on top of fish pieces. Add tomato slices overlapping on top of fish. Cover with greased brown paper. Bake at 375° for 15 to 20 minutes. Remove cover and baste cod after the first 10 minutes. Makes 8 portions.

Letters Letters Letters

His Own Anniversary

Congratulations to Ford Motor Company on its 75th anniversary. I recently celebrated a special an-

niversary of my own: 66 years of driving Ford cars. I started driving in 1912 with my father's Model T and continued with two more of his—1914 and 1917 models. Then I purchased a Model T of my own and have owned and driven Ford cars exclusively ever since. I now own a 1975 Gran Torino (license plate TH-66).

Harold G. Shults
Prattsburg,
New York

Tribute to Henry Ford

We thought you'd be interested in a painting entitled *A Complex Man* that we bought from Gary Erbe, a young artist we've known for many years. Elements of the painting include a representation of a Model T Ford, a small, framed portrait of Henry Ford and a one-cent stamp featuring Mr. Ford.

Mr. and Mrs. William G. Scholing
West New York, New Jersey



Love Those Retractable!

I couldn't resist sending you a photo of my pride and joy—my 1957 Ford retractable hardtop. The International Ford Retractable Club will hold its national meet June 23-25 in Colorado Springs, Colorado. We now have about 1,000 members from the United States, Canada, Mexico, England, Norway, Sweden and Denmark.

James E. Walker
Seattle, Washington

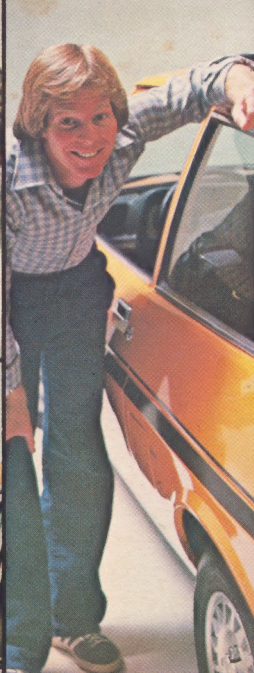
Ford's Better Ideas Keep Coming.

For 75 years Ford has given the American driver a freedom of choice... see your Ford Dealer for his wide selection of family cars, sporty cars, luxury cars, roomy vans and wagons.

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growing families



Ideas for every budget



Ideas for the future



Ideas for having fun



Ideas for
comfortable driving



Ideas for
sporty styling



Ideas for
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